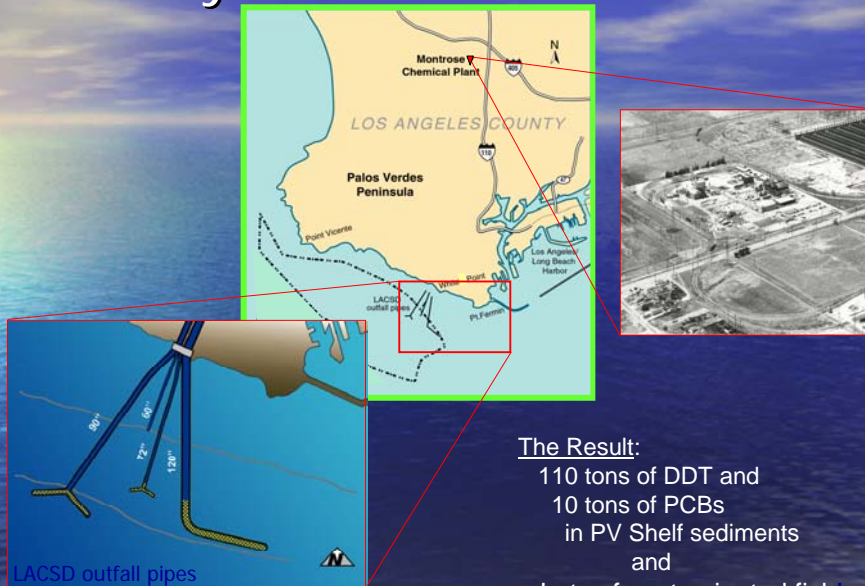


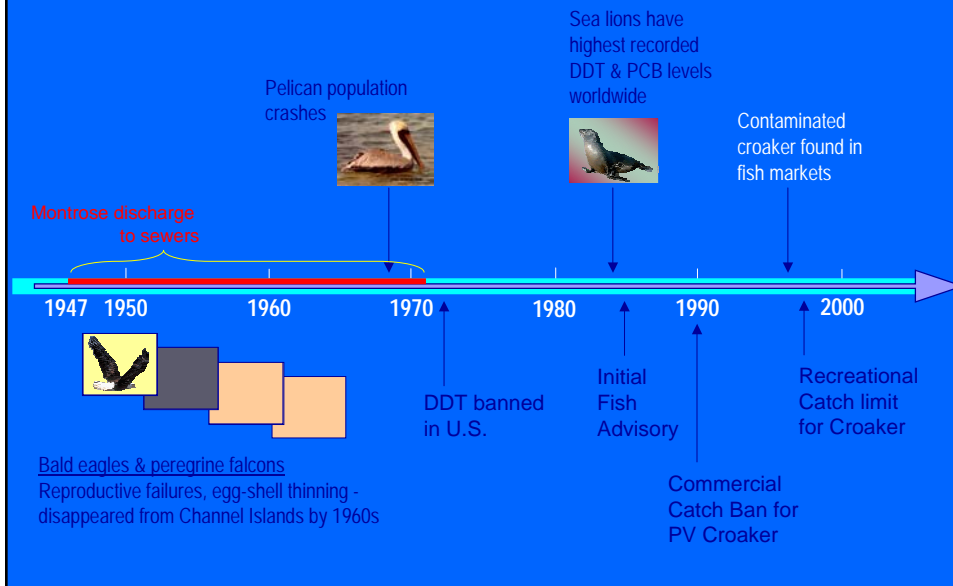
EPA Palos Verdes Shelf Fish Contamination Program

Sharon Lin, USEPA Region 9
And
Gina Margillo, Impact Assessment Inc.
January 27, 2004

Why is there a Problem?



Historic Timeline – Injury




Current conditions

- Commercial fishing: White croaker commercial catch ban off of PVS
- Sport (recreational) fishing: White croaker daily bag limit from Point Dume to Dana Point
- State fish advisory from Point Dume to Dana Point

Current Advisory

CALIFORNIA
Sport Fish Consumption Advisories



Important facts to know if you eat the fish you catch in California

State of California
Gray Davis
Governor

CalEPA
Wendell H. Hickox
Secretary

CDWR
Joan Denton
Director

California Sport Fish Consumption Advisories
Southern California Locations between Point Dume and Dana Point

Twenty-four locations in this area of southern California have been tested. No consumption advisories based on chemicals were issued for the following locations: Santa Monica Pier, Venice Pier, Marina del Rey, Redondo Beach, Hermosa Beach, Huntington Beach, Laguna Beach, Fourteen Mile Beach, Catalina (Twin Harbor), and Dana Point.

Consumption advice for certain species of sport fish was issued for the other locations because of elevated PCB and PCH levels, as listed below. See map for locations. One meal is about six ounces. (See guideline number 3 below.)

Site Name (see map for numbered locations)	Fish Species	Recommendation*
1 Point Dume/Malibu offshore	White croaker	Do not consume
2 Malibu Pier	Queenfish	One meal a month
3 Short Bark	White Croaker	One meal every two weeks
4 Redondo Pier	Catfish	One meal every two weeks
5 Point Vicente, Palos Verdes/Point Vicente	White croaker	Do not consume
6 Wharves Point	White croaker	Do not consume
	Bougie	One meal every two weeks
	Pickles	One meal every two weeks
	Surfperch	One meal every two weeks
7 Los Angeles/Long Beach Harbors (exclusively Captain Pier)	White croaker	Do not consume
	Queenfish	One meal every two weeks
	Black croaker	One meal every two weeks
	Surfperch	One meal every two weeks
8 Los Angeles/Long Beach Harbors (other sites)	White croaker	Do not consume
	Queenfish	One meal a month
	Black croaker	One meal a month
	Surfperch	One meal a month
9 Belmont Pier Pier 2	Surfperch	One meal every two weeks
10 Torrance Pier	Surfperch	One meal a month
11 Newport Pier	White croaker	One meal a month
	Catfish	One meal every two weeks

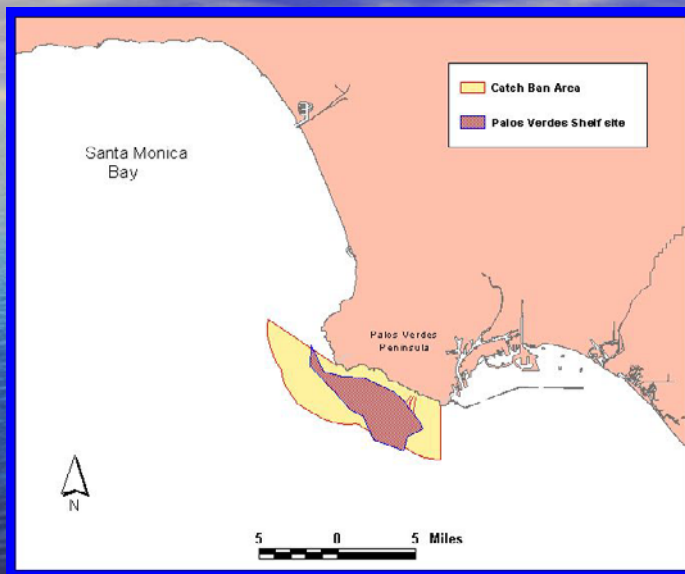
*A meal for a 150-pound adult is about six ounces. Figure about one ounce of consumption for each 20 pounds of body weight.
*Consumption recommendation is for all listed species combined at the particular site.

The following guidelines apply to the specific advisories above

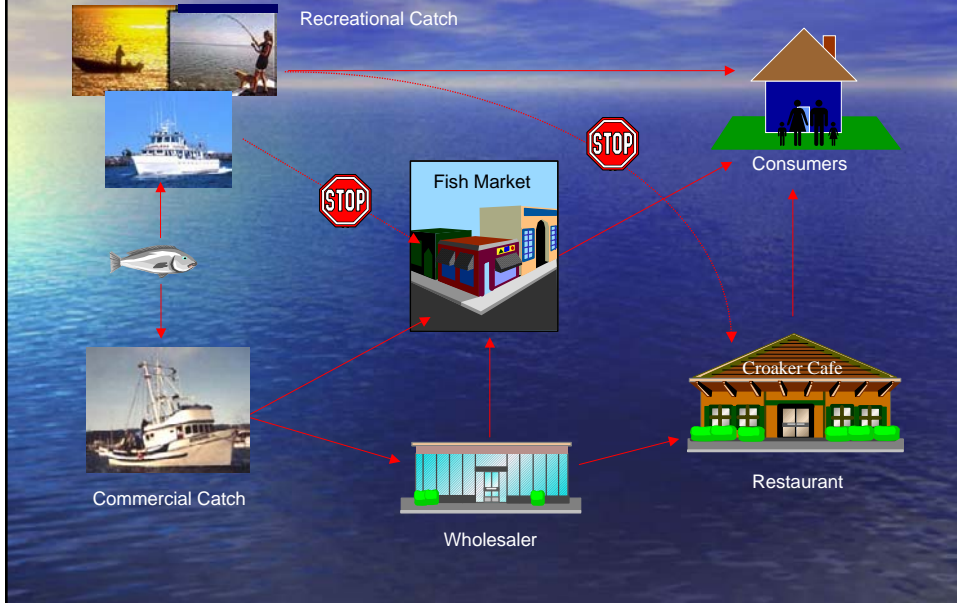
- Eating sport fish in amounts slightly greater than what is recommended should not present a health hazard if only done occasionally such as eating fish caught during an annual vacation.
- nursing and pregnant women and young children may be more sensitive to the harmful effects of the chemicals and should be particularly careful about following the advisories. Because contaminants take a long time to leave the body after they accumulate, women who plan on becoming pregnant should begin following the more restricted consumption advice, a year before becoming pregnant. In this way, the levels of chemicals stored in the body can go down.
- The limits given above for each species and area assume that no other contaminated fish is being eaten. If you consume several different listed species from the same area, or the same species from several areas, your total consumption still should not exceed the recommended amount. One simple approach is to just use the lowest recommended amount as a guideline to consumption.

Source: The data used in this document were collected by the California Department of Water Resources and the California Department of Fish and Game.

White Croaker Commercial Catch Ban



Potential Human Risk Exposure Routes



EPA's Program

1. Public Outreach & Education

2. Monitoring (markets & ocean)



3. Enforcement of White Croaker fishing ban & catch limit

History of EPA's PVS Program

- 1999 EPA initiates pilot outreach & education project (contract with California Department of Health Services)
- 2002 EPA initiates fish in ocean monitoring
- 2003 EPA initiates full-scale public outreach and education program implementation (contract with Impact Assessment Inc.)



Risk Communication - Target Audience

- Anglers who fish off of the coast
- Ethnic-specific public who buy white croakers in local markets – many with limited English speaking ability
- Ethnic-specific population at large, especially women of childbearing age and children
- General population at large

Fish Contamination Education Collaborative (FCEC) Goals and Objectives

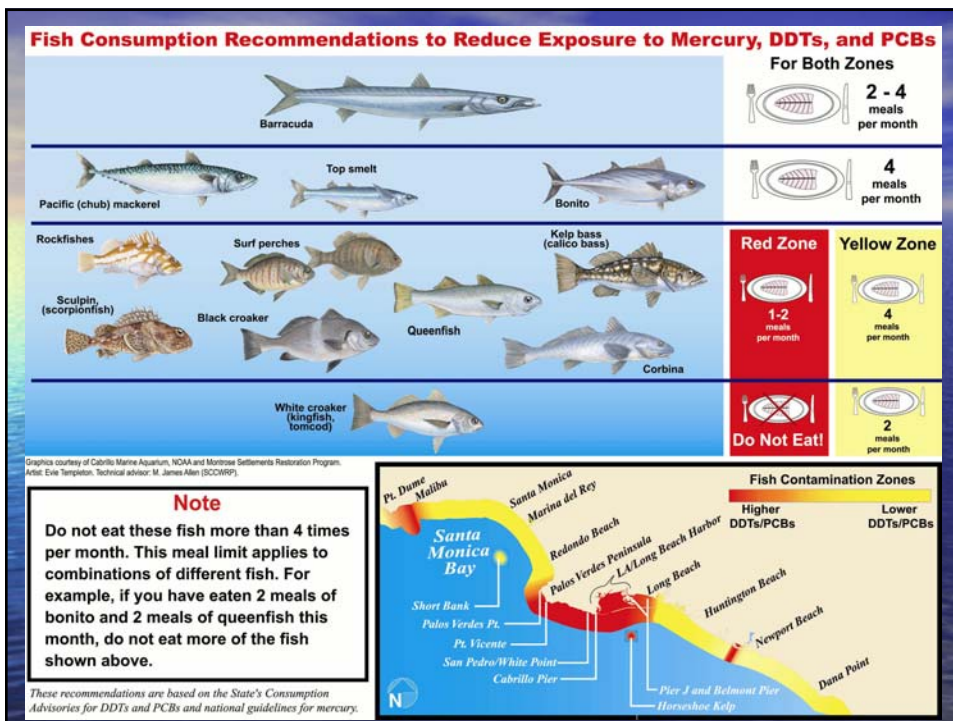
- 1) To reduce exposures of populations who regularly eat fish caught off the LA and OC coasts
- 2) To conduct education with the most affected populations so that they can make informed health choices
- 3) To strengthen local capacity to address fish contamination issues now and in the future

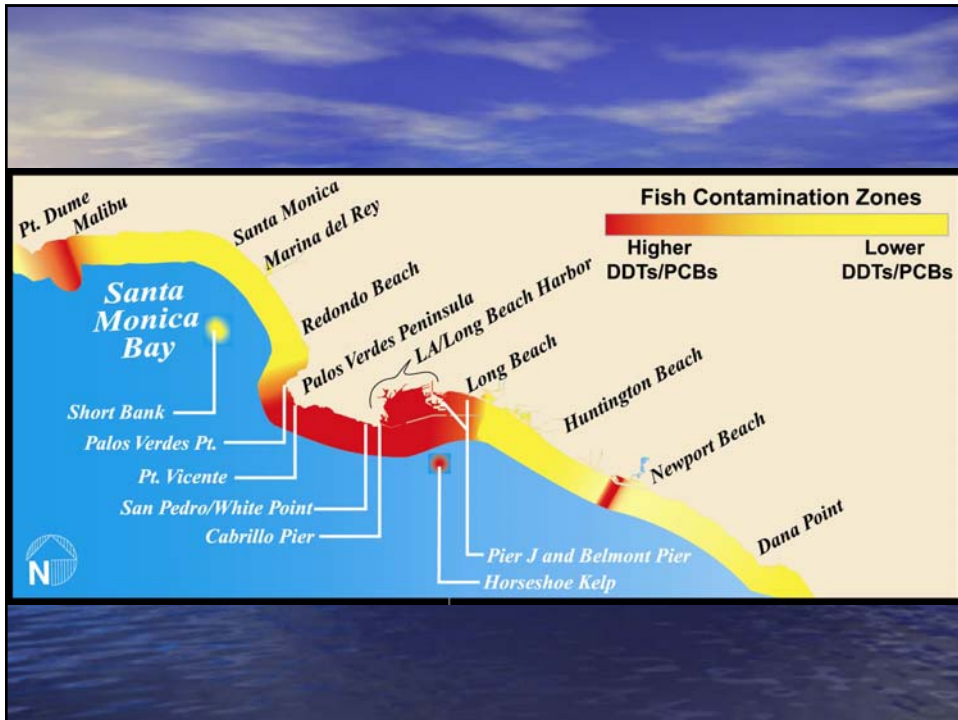
FCEC Strengths

- Collaborative of over 30 partners: MOUs
- Focus is on capacity building: Funds to CBOs, training and technical assistance
- High level of government and community partnering
- Ethnically/culturally diverse:
 - 8 communities, 14 languages

Four Programs

- General Outreach
- Pier Outreach
- Market Outreach
- Media Outreach





Summary Messages

- Fish is good for you but some fish you catch from the coast may have more harmful chemicals to your health than other fish.
- Do not eat white croaker from the red zone on the map. In general, fish caught in this area are more contaminated

Summary Messages

- Fish caught in the yellow zone on this map are safer than fish caught in the red zone.
- Before fishing in the red or yellow zones, call 213-240-7785 (Los Angeles County Department of Health Services) to check the local advisories. Information about fish contamination will be updated in the very near future.

Summary Messages

- Do not eat the fatty parts (skin, guts, egg) of the fish you catch from the Los Angeles and Orange County coasts because they contain more chemicals.
- Because chemicals affect development, children through adolescence and women of child-bearing age are more sensitive to the harmful chemicals and should be especially careful.



Slogan

- Know your fish, reduce the risks



General Outreach

- Project provides curriculum, training workshops, in-language materials, technical assistance.
- Partners design and implement in-language education campaigns in their communities.
- Focus is on building capacity of CBOs to conduct education

General Outreach Training



Diana Lee, scientist with California Dept of Health Services discusses contamination issues with CBOs.

Education/Outreach Materials

- Curriculum
- FAQ fact sheet
- Web site
- Angler brochure
- Project description brochure
- Market poster and flyer
- Interactive display
- Various materials developed by CBOs

Market Outreach

- CBOs receive training, education and materials.
- CBOs choose local markets for outreach
- CBOs work with market owners to promote purchase of fish from approved sources
- Market education as opposed to regulation. Promotes accountability

Market Poster

FISH IS **GOOD** FOR YOU WHEN FISH IS **SAFE** TO EAT!

White croaker, also known as kingfish or tomcod, caught from certain areas off the coast of Los Angeles County may contain higher levels of the chemicals DDTs and PCBs. White Croaker with high levels of these chemicals were found in markets.

Here's What
you can do



To protect
your health

Market Owners

To reduce the risk of selling
contaminated fish in your
market:

- ⇒ Buy fish only from approved sources: licensed fish wholesalers, distributors or commercial fishermen
- ⇒ Know where your suppliers are catching their fish
- ⇒ Keep and file all invoices when fish is purchased

Consumers

Ask where the fish comes from and be sure that your market owner is aware of local fish contamination issues.

- ⇒ Buy fish from market owners who get fish from approved sources
- ⇒ Your fish is likely to be safe to eat, if your market owner is buying from approved sources

For more information contact your Local Health Department

Los Angeles County
(213) 240-7785

Orange County
(714) 697-3600

City of Long Beach
(562) 570-4134



Market Outreach Training



FCEC Partners learn how to identify a white croaker.

Pier Outreach

- Outreach conducted in eight languages with anglers on piers and shore sites seven days a week.
- Members of affected communities are recruited, hired and trained to become outreach workers.
- Aquarium docent program, kiosk, new signage.

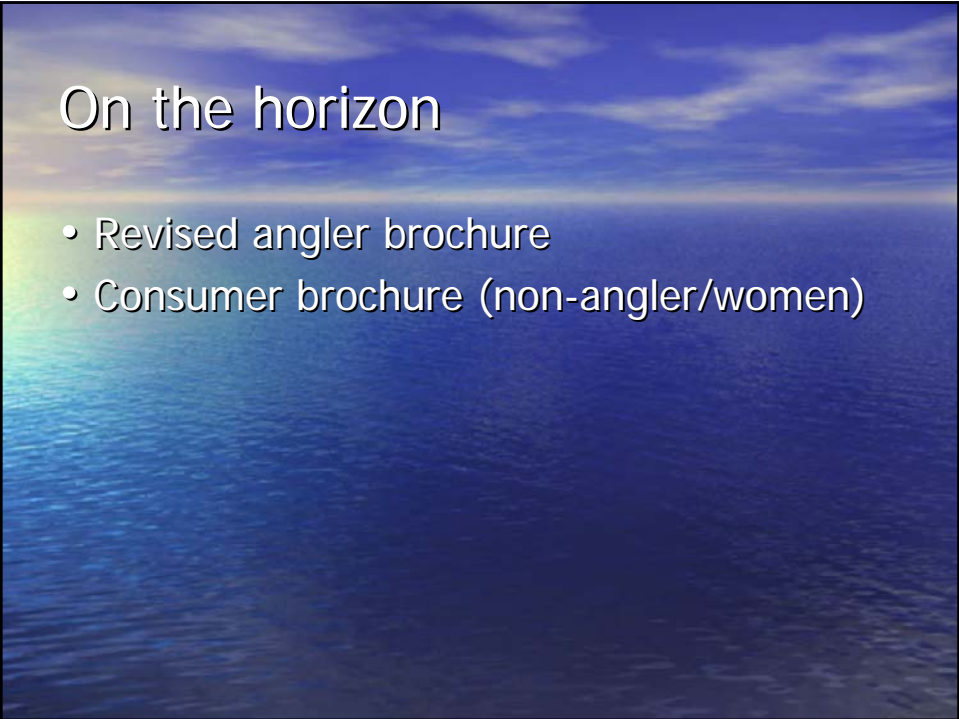
Media Outreach

- Media campaign using radio, TV, and print in 8 languages
- Media advocacy training for CBOs
- Two successful press conferences targeted multi-ethnic media

Media Outreach Launch



Wayne Natri, US-EPA Region 9 Administrator speaks at the FCEC Launch at the Aquarium of the Pacific.



On the horizon

- Revised angler brochure
- Consumer brochure (non-angler/women)



Summary

- Government agencies and communities must partner at all stages (from risk assessment to risk reduction) to effectively mitigate exposures to contaminants.

The background of the slide is a photograph of a sunset over a vast body of water. The sky is a deep blue with wispy white clouds. A bright, multi-colored rainbow is visible on the left side of the image, arching over the horizon. The water is a dark blue with gentle ripples.

For More Information/Materials

WWW.PVSFISH.ORG